



# Why should AKQA support Movember

Besides the obvious reason of using our power/talent for a great cause, Movember is inherently a social initiative – creating 1.9 billion conversations around the world. This opens a great opportunity for AKQA to do our best kind of work – social to its core and innovative. Not to mention, the San Francisco office has some major hipster ‘stache cred.

## Movember Quick Facts

- Raised \$126.3 million since 2003
- Over 850,000 participants in over 14 countries worldwide in 2011
- Has raised more funds for men’s health than Livestrong
- Creates 1.9 billion conversations around the world
- Celebrity supporters including Snoop Dogg, Seth Rogan, Hulk Hogan and too many to list here.

# Movember Stache Track

Pair your ‘stache with a  
killer soundtrack.

We believe moustaches have a direct correlation to music. It’s no coincidence that ‘staches have been donned by biggest music legends in history. Jimi Hendrix. John Lennon. Frank Zappa. Those famous nose bristles are a marker of confidence, health, and... badassness.

And in support of men’s health Movember, AKQA is taking Movember moustache appreciation to a hair-raising level – turning it into a killer track. Taking shape and density, the Mo’stachetrack translates your furry squirrel into a signature sound byte or wav. file.

You can have a mean guitar riff or a rock-god drum solo to complement your mo’ majesty to its full and rightful glory.

Mo’s and Mo Sistas can share their 5-10 second Stachetrack on Facebook and Twitter to create awareness for the men’s health initiative. They can also have the ‘stachetrack as a ringtone.

At the end of the November, we’ll create a master Stachetrack remix that we’ll air on our Facebook/Tumblr page.

# Movember Stache Track

landing page



# Movember Stache Track

photo method select

AKQA

Movember Stache Track

TAKE PHOTO WITH WEBCAM

UPLOAD PHOTO

# Movember Stache Track

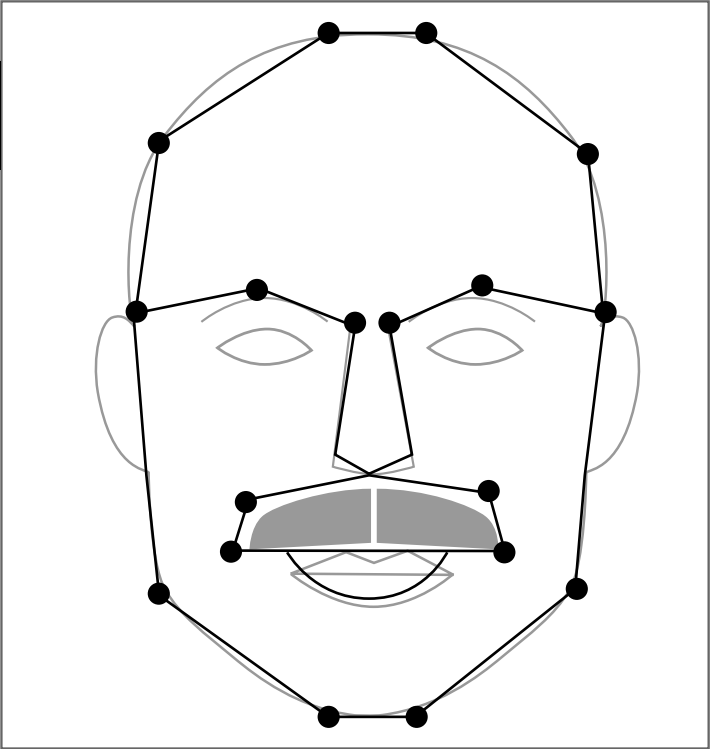
photo capture

AKQA

## Movember Stache Track

POSITION FACE IN FRAME

BACK



ACCEPT PHOTO

# Movember Stache Track

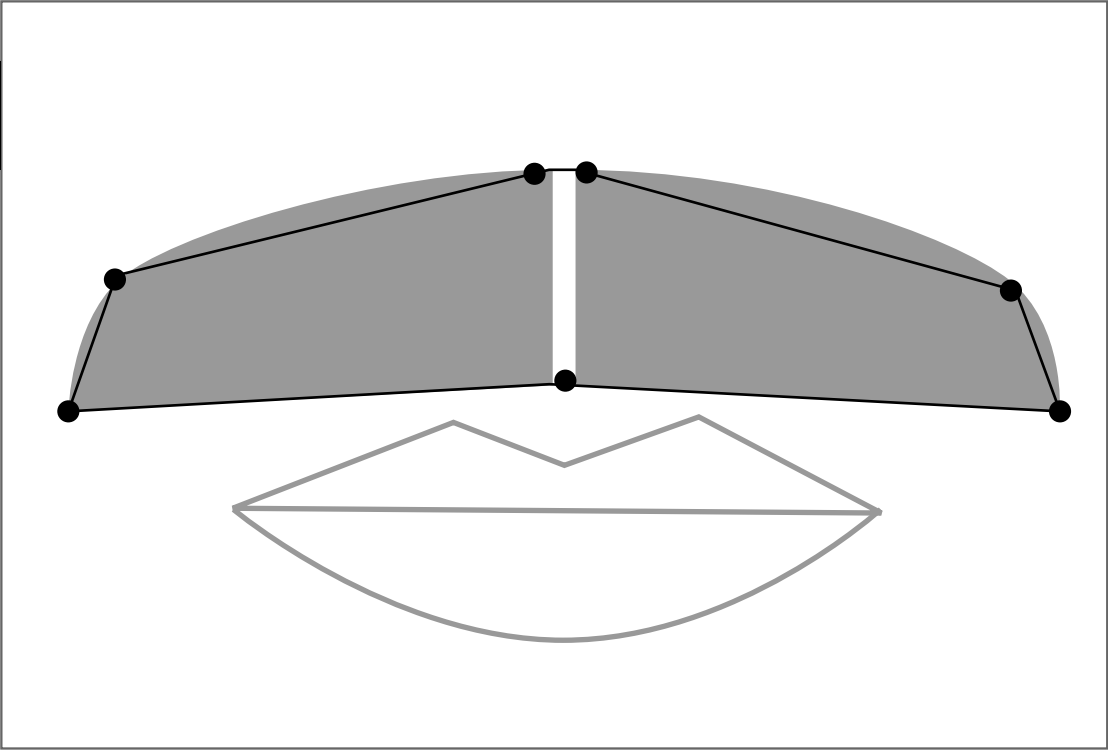
stache configure

AKQA

Movember Stache Track

CONFIGURE YOUR STACHE SHAPE

BACK



ACCEPT STACHE

## stache track



SHARE

DOWNLOAD MP4

DOWNLOAD RINGTONE



CHANGE COLOR



